

# The REPORTER of Direct Mail Advertising

17 East 42nd Street • New York, N.Y. • VANDERBILT 6-0888

## HIGHLIGHTS OF FEBRUARY DIRECT MAIL NEWS

□ **THE GUIDE TO ESSENTIAL PRINTING AND LITHOGRAPHY** prepared and produced by the Graphic Arts Victory Committee (promised these many months) is now ready for distribution. It is being advertised during March in all the Graphic Arts trade publications and in most of the advertising papers. You will be hearing much about this book in the coming months. It furnishes an exact pattern for wartime printed promotion. For further remarks on the Guide Book see page 10.

□ **WARTIME CORRESPONDENCE** was the theme of a talk by Nathaniel Waring Barnes, executive secretary of the Association of Consulting Management Engineers at the 1942 Annual Conference of the Life Office Management Association. It is a good review of mailing problems . . . which necessitate a speed-up of correspondence work, and a lowering of correspondence cost. There is no address listed on the reprint which reached us. But you may be able to get a copy by writing to Professor Barnes at 347 Madison Avenue, New York City.

□ **BANK ADVERTISING** for some reason or other seems to be reaching a new high. For one of the best current examples you should see the beautiful booklet recently issued by The Franklin Square National Bank, Franklin Square, Long Island. 28 pages and cover, 9" x 12". Cover in four colors, showing the outdoor garden banking facilities. The book is beautifully illustrated and printed . . . and is not confined to banking alone. In the back pages, the copy tells about the bank's interest and activities in community affairs—how the

bank's meeting place facilities have been opened to civilian defense groups—for student training—for Red Cross activities, etc.

This booklet reaches a new high in bank advertising. We can visualize how progressive banks can tie-in with the government public relations program and become dominant factors in community action.

□ **ANOTHER WARTIME LIBRARY.** In support of the plan of the Graphic Arts Victory Committee to promote printing and lithography which serves the dual purpose of telling a story for the advertiser and, at the same time, carrying a government Victory message, the Miehle Printing Press & Manufacturing Company, 14th Street and South Damen Avenue, Chicago, has prepared a series of twelve portfolios entitled "Miehle Wartime Printing Library." The portfolios contain hundreds of different specimens of wartime printing, classified under the Victory projects which each piece helped to promote. Numerous sets of these portfolios are being shipped around the country to Advertising Clubs, Trade Association meetings, etc. It is a praiseworthy activity.

□ **CONGRATULATIONS** to Greenlee Bros. & Company, Rockford, Illinois, and to its advertising manager, R. E. Brightup for the 9¼" x 12", 24 page and cover booklet entitled "Greenlee at War." The booklet was prepared for and distributed to employees . . . to give them a better knowledge of the importance of Greenlee products in the war effort . . . and a better understanding of the importance of the work they are doing.

We refer this very fine piece to the writers of letters Nos. 1 and 2, in the "Department of Confusion." If this isn't printed promotion to help the war effort . . . we had better knock off and go fishing.

□ **WAR SERVICE LISTING.** Harrison Sayre of the American Education Press, Columbus, Ohio, has started something which should sweep the country. He has organized an up-to-date information service for Civilian Defense in Columbus. On a recent trip out there, we saw the Columbus Civic Calendar for 1943 . . . and for that issue, Mr. Sayre prepared a special listing of all the war service programs in Central Ohio. The listings closely follow the major project headings issued by the Graphic Arts Victory Committee, and under each heading Mr. Sayre has given the name and address of the local agency responsible for promoting the project (such as Salvage, Nutrition, Housing, V-Gardens, Manpower, etc.) and has given the local person in charge, together with the telephone number.

That is a fine service to the community. One of the most difficult jobs of the average citizen (or the advertiser who wants to help promote government projects) is to find the person who can supply the correct and authentic information. It is hard enough to find the right person at the head of each project in Washington, and when you get out into the individual localities it is even more difficult. So, every city in the country should have a calendar and a listing similar to Columbus. We have recommended the program to the local branches of the G.A.V.C.

MORE HIGHLIGHTS ON PAGE 16

**VOL. 5, No. 10, Report for FEBRUARY, 1943.**

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# GUIDE

ESSENTIAL WARTIME  
PRINTING AND LITHOGRAPH

GRAPHIC ARTS VICTORY COMMITTEE  
11 EAST 40TH STREET  
NEW YORK 17, N.Y.

### On Promoting Anti-Inflation Program

**DPA's Anti-Inflation**

The general subject of anti-inflation. Office in Room 801 E. East Department of Information Administration, Census Building, Washington, D. C.

For realists there is an excellent 26 page 8 1/2 x 11 "book" entitled "Price Ceilings and the Consumer." But it is also good for other people... explaining the whole theory of inflation, its dangers, etc.

The OPA Information Department you can also obtain interesting lists showing recommended advertisements, illustrations and copy used for explaining the Anti-Inflation Program. U.S. Department of Production and Administration, Washington, D. C.

## HELPFUL HINTS

...manufacturers,  
...millions of  
...and living costs by keeping  
...Business

### **Benefits to Business**

Take the merchant as a specific example. Every merchant puts a home as well as a store. To the retailer who looks at it from both sides of the counter, there are also savings for retailers in taxes and living costs.

Every retailer has a big stake in aiding the Government check inflation which swept 475,000 businesses out of existence in one year following prices up.

They stabilize the value of his inventory and his accounts receivable now and later.

Ceiling prices to a large extent protect his continuing supply of new merchandise — he doesn't have to bid against all others.

To the extent that ceiling prices stabilize his cash flow, they protect his profits.

By stabilizing the purchasing power of his

To the extent that ceiling prices of doing business, they protect his profits. Ceiling prices protect the purchasing power of his customers. Ceiling prices stop runaway price rises called inflation and thus protect him and his customers' investments, savings, and insurance. Therefore, the government has established and is enforcing ceiling prices. Through government is trying

Therefore, the government has been trying to maintain ceiling prices. Through policy and rigid control, the government is trying to prevent hoarding. It is trying to prevent the government and retailers in publicizing of manufacturers and through newspaper, radio and television. Through newspaper, radio and television, the government is asking the people to cooperate and consumer displays and printed laws. The government is asking the people to cooperate.

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Guide to Essential Wartime Printing  
and Lithography—

### Recruiting Volunteers and Persuading Them to Work

The Office of Civil Defense is a national war agency set up by Presidential Executive Order to protect life and property against possible enemy attack, and to mobilize a maximum civilian effort behind the war. Its Director is James M. Landis. The Office operates through the voluntary cooperation of approximately 13,000 local Defense Councils supported by over ten million trained and active volunteers.

The volunteers are organized into

1. The U. S. Citizens Defense Corps (CDC) is a voluntary organization that provides services in the following areas:
  - a. Promotive Services in the areas of Fire, Police, and Public Safety.
  - b. Aid to the Aged, Ailing, and Allied.
  - c. Aid to the Aged, Ailing, and Allied.
  - d. Aid to the Aged, Ailing, and Allied.
  - e. Aid to the Aged, Ailing, and Allied.
  - f. Aid to the Aged, Ailing, and Allied.
  - g. Aid to the Aged, Ailing, and Allied.
  - h. Aid to the Aged, Ailing, and Allied.
  - i. Aid to the Aged, Ailing, and Allied.
  - j. Aid to the Aged, Ailing, and Allied.
  - k. Aid to the Aged, Ailing, and Allied.
  - l. Aid to the Aged, Ailing, and Allied.
  - m. Aid to the Aged, Ailing, and Allied.
  - n. Aid to the Aged, Ailing, and Allied.
  - o. Aid to the Aged, Ailing, and Allied.
  - p. Aid to the Aged, Ailing, and Allied.
  - q. Aid to the Aged, Ailing, and Allied.
  - r. Aid to the Aged, Ailing, and Allied.
  - s. Aid to the Aged, Ailing, and Allied.
  - t. Aid to the Aged, Ailing, and Allied.
  - u. Aid to the Aged, Ailing, and Allied.
  - v. Aid to the Aged, Ailing, and Allied.
  - w. Aid to the Aged, Ailing, and Allied.
  - x. Aid to the Aged, Ailing, and Allied.
  - y. Aid to the Aged, Ailing, and Allied.
  - z. Aid to the Aged, Ailing, and Allied.
2. The U. S. Citizens Defense Corps (CDC) is a voluntary organization that provides services in the following areas:
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  - y. Aid to the Aged, Ailing, and Allied.
  - z. Aid to the Aged, Ailing, and Allied.
3. Other units as needed locally for special home front work. Typical of these are the Forest Fire Fighting Service which is now recruiting thousands of volunteers.

The service of the local Defense Council, responsible for registering, classifying, and referring volunteers to work and training, is the Civilian Defense Volunteer Office. The Volunteer Office is also responsible for knowing every type of war work which needs to be done by volunteers. It functions like an employment bureau connecting volunteers with that work or training for which they are best suited. The Volunteer Office has been published in the press on the radio, through leaders, by speakers and through a manual indicating how to organize and operate such an office. It encourages the registration of their own members and the cooperation of their neighbors.

Private industries promotes the registration of their employees in Volunteer Offices. They also cooperate with local Volunteer Offices by furnishing newspaper space, radio time, through their housing organs, with display materials and booklets and bulletins inspiring over all public registration. A new edition of the Volunteer Office Manual will be off the press during or before the month of April, 1943, and will be available to private industries. This is material of a general nature, however. More effective material for use by private industries is furnished by the local Volunteer Offices. Local Volunteer Offices and District Councils should give approval to any local campaign. Approval for material is

Now ready for distribution after months of careful research, editing and checking . . . at a cost of more than \$10,000. The Guide Book is available through local members of the Graphic Arts Victory Committee—or may be obtained from Program Headquarters at a price of \$1.00 per copy.



on a nationwide basis must be secured from the Branch of the Office of Civilian

[illegible]

HOW MARSHALL FIELD COMPANY'S ADVERTISING  
DOLLARS ARE PROMOTING THE NEEDS OF THE  
CHICAGO OFFICE OF CIVILIAN DEFENSE

THE COMPANY — Marshall Field & Company

THE PURPOSE — Assist OGD in interpretation of defense procedure necessary in Metropolitan Chicago.

To impress public with the vulnerability of  
politic China to enemy air raids.

To present, graphically, rules for intelligent civilian  
behavior.

THE METHOD — 40-page, pocket size handbook — "What To Do in an AIR RAID." Prepared in cooperation with OGD, and distributed through OGD channels to the Chicago public.

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*Many members of the Committee throughout the country identify themselves by displaying this seal on their stationery, calling cards, their advertising pieces or in their offices.*

**HERE** is the first complete and authentic manual describing and explaining all of the public relations problems imposed on Government and Business by the all-out war.

Sixty four pages 8½" x 11" of factual information on the fourteen major projects and their many subdivisions, including Rationing, Transportation, Conservation, Salvage, Redistribution of Materials, Production Drives, Nutrition and health, Manpower, Anti-inflation, Civilian Defense, War Bonds and Stamps, Morale, Business Clinics and Security. This Guide Book shows advertisers and producers how printed promotion can be converted from peace time practices to a bulwark of support for Victory bringing projects. The Guide Book lists all available sources of information . . . as a time-saver for advertisers who want to tune their copy to *essential programs*.

## GRAPHIC ARTS VICTORY COMMITTEE

**17 East 42nd Street, New York, N. Y.**

*This Space Donated to G.A.V.C. by The Reporter*

\*\*\*\*\*

**Yes-** I want the  
"GUIDE TO ESSENTIAL WARTIME  
PRINTING AND LITHOGRAPHY"  
Enclosed find \$1.00 to help pay the  
cost of this work.

\* Name \_\_\_\_\_

\* Firm \_\_\_\_\_

\* Street \_\_\_\_\_

\* City \_\_\_\_\_ State \_\_\_\_\_

# DEPARTMENT OF CONFUSION

Several very strange letters arrived at the office of *The Reporter* during February. Even though the readers did not expect their letters to be published, we should like to quote parts of them . . . and will comment later.

## Letter No. 1:

You occupy a very unique position in our business, and in consequence you are forced to assume a tremendous responsibility—the responsibility for guiding the thinking and actions of a great cross-section of the business. Regardless of what people may be thinking in Washington, and irrespective of any further cuts in paper supplies, it is to your interest and mine and that of everybody else in this business to discourage the sort of thinking and talking that will encourage the consumer to believe that there is an actual paper shortage, and that the indiscriminate use of paper is wasteful and contrary to the national welfare.

The Office of War Information will very often withhold the story of a defeat for days and even weeks, and then only let it leak out bit by bit. There is a sound reason for this procedure. The O.W.I. knows that if it blurts out the details of some of our engagements, a very dangerous panic might be created in the minds of the reading public. Similarly, if you and I and others in this business go about screaming our heads off about a paper shortage, it will not take the public very long to go whacky on the subject—as they have already started to do.

You probably know that a bill has been introduced on the floor of the House, calling for a complete investigation of the Administration's plans for further curtailment of newsprint. You undoubtedly know that the paper situation itself is not critical. That its drain on manpower is negligible in ratio to the volume of the product and its value to the nation. Just because there are a few crackpots in Washington who want to curtail paper, there is no reason for us to get alarmed and start a screwy publicity snowball rolling downhill.

I feel, Henry, that you should be fighting on the other side, and there should be no disagreement between us. No matter how bad the situation may be, or whatever its cause, we should discourage widespread discussion of it. If we are going to have to resort to a tie-in with the war effort in order to be permitted to use direct mail, we are lousy, stinking patriots to use the mails at all. That is back-handed, snide and dishonourable. As I have told you before, we are either

an essential industry or we are not. And if we are not, my stomach turns at the thought of using a war as a subterfuge for justifying an unjustifiable activity.

## Letter No. 2:

I just can't put my heart into this Printing for Victory thing. It still looks to me like flag waving to create business for printers. So far as the convention by mail is concerned, I think it is an excellent idea—anything that would ease the load on transportation these days is worth while, but the "Showmanship" suggested is, to my mind, not only a senseless waste of paper but as silly as playing with cutout dolls.

Migawd, I've often said to myself, why don't the creators of advertising let the public grow up—but, of course, if they let the public grow up and mature in intelligence, they would have to confine their efforts to entertaining the kiddies.

What this country needs is a book on the subject by a master of satire such as was the late Mr. Gundlach (if that name is spelled right), author of *Old Sox on Advertising*.

To go back to the Graphic Arts Victory thing—It would be hard to convince me that it is anything but flag waving for profit. I know that you could point out dozens, possibly hundreds of men and women who are donating their time and talent to it and they are probably really sincere in the belief that they are helping to win the war but there are a huluva lot of producers of printing who are hurrahing for it to keep their presses running. I'm not going to throw any stones in their path but it is a sure bet I am not going to help any in paving their way with any boosts in my magazine.

Comments: Perhaps *this reporter* is lopsided in his thinking. Perhaps we have spent too much time in Washington watching the things going on behind the scenes and getting a picture of the urgent need for action. Perhaps we have spent too much time studying the destructive effects of foreign propaganda in the mails. Perhaps we should throw up our hands and say—"the hell with it . . . let somebody else worry about it."

We cannot understand the thinking represented in the two letters quoted above. Nazi Germany thought enough of "printed promotion" to spend millions of dollars and to pour tons of printed pieces into this country long before Pearl Harbor. The

whole purpose was to divide and conquer by destroying our unity of thought. Why shouldn't it be possible to change the printing industry in this country into a bulwark of support for the public relations problems faced by the government and your own business? That surely shouldn't be called "flag waving."

Shortly after the outbreak of the war a small group of people in the Graphic Arts field got together to do some serious thinking. Efforts had already been made to study the printing industry and see if it could be converted in any possible way to manufacturing some other product or supplying some other service beside printing. But the small group, now known as the Graphic Arts Victory Committee believed that the printing industry could be converted much *more simply* than by changing its machinery and present method of operation. The Graphic Arts Victory Committee believed that the printing industry could be converted by simply changing the nature of its product . . . by gearing that product to actually helping the war effort.

Here's a very simple way to explain the whole proposition. Will give you two listings. First, *the over-all peace time uses of printed promotion*. (Study that listing and you will see that most of those uses have disappeared.)

## Peace Time Uses of Printed Promotion

### To sell, or induce the use of products or services

- Abundant Necessities and Conveniences (Food-Clothing-Knickknacks)
- Amusement
- Appliances (Home-Office-Farm-Institutions)
- Charities
- Construction (Homes-Buildings-Factories-Roads, etc.)
- Conveyances (Auto - Bicycles - Planes - Scooters-Skates)
- Education
- Financing
- Fuel (Gas-Coal-Wood-Oil)
- Machinery
- Resorts (Vacations-Spending)



Services (Personal-Home-Business)  
Supplies (Industrial - Office - Home -  
Farms)

Travel (and Transport)

Second, the Wartime uses of printed promotion. (Only suitable for adaptation by people who believe that printed promotion can help to unite the country in a concerted drive to do the things that are necessary for winning the war on the home front.)

**Wartime Uses of Printed Promotion**  
**To tie-in necessary promotions with**  
**essential Victory Projects**

Anti-inflation (Price control-Rent control)  
Civilian Defense and Service  
Community Action (Clinics)  
Conservation  
Manpower (Recruiting and training)  
Morale  
Nutrition (Health-Food-Gardens)  
Production Drives  
Rationing  
Redistribution of Materials  
Salvage  
Security of War Information  
Transportation (Control and conservation)  
War Bonds and Stamps

We cannot understand how such a conversion can be called selfish "flag waving." If advertisers are to continue holding their organizations together by employing the printed word, either to employees, stock holders, customers, or to future customers . . . then it is only logical that they should devote part of their promotion (printed) efforts to the job of keeping the people of the country informed on all necessary steps toward winning the war. That is the program of the Graphic Arts Victory Committee representing a good cross section of the printing industry of the country. If, during the progress of the war, it should be discovered that the printed word is not necessary to maintain morale and to get things done . . . then we will admit that the printing industry should fold up lock, stock and barrel.

We have another letter received during February that may add to the confusion but which helped us to clear up our thinking. So, we will give it in entirety. Even though the name of the writer will not be re-

vealed . . . we will tell you that the letter comes from Montreal, Canada.

I realize that the "I told you so" attitude is seldom very constructive, but the paper situation in the United States at the present time reminds me of the campaign which I ran against overuse and wastage and in favour of conservation of paper a year ago. Then I was practically alone and I had to stand quite a lot of gaff from some of the boys because they all said I didn't know what I was talking about. If I remember correctly you came out with an article, "There is no paper shortage." You were running ads illustrating a toadstool, shouting that the paper shortage had a short but poisonous growth, and now look at the change. If paper mills and a few of the others who were yelling about there being no paper shortage had preached conservation then, you would not have had a mandatory cut. As you point out in your January "Reporter," on page 3, that the reduction is not serious but others may be pending. But let's look at this from a slightly different angle. In my estimation the flat 10, 15 or 20% cut is bound to be unfair. A high class creative printer gets quite a lot of his sales volume from his preparatory work. In some cases the cost of the paper is only 10 to 20% of the total sale. Whereas the poor little printer producing reprints of forms and other office stationery often buys 50c worth of paper for every dollar of sales. Now when you have a 10% cut the big printer only loses 1 or 2% of his volume whereas the little fellow has 5% knocked off.

It was for this reason that the Administrator of Printing, Publishing and Allied Trades in Canada has been tackling this problem from an entirely different angle. It is, of course, obvious that we in Canada, must cut our use of paper by as much if not more than you in the U.S.A. General business restrictions have caused a falling off in demand to a point almost as low as that desired by our Government. To make sure that it stays down to that figure or lower, our Administrators are going after the large users of paper such as telephone companies, large mail order houses, etc. and are asking them to reduce the amount of paper they use voluntarily by reducing sizes of margins, type sizes and display space. As a consequence there has been no mandatory order for reducing the paper used by commercial printers. Publishers of newspapers, magazines and periodicals get the same 10% cut, but not the printer, and I feel sure that no order will be issued in Canada if we can get people to think before they waste paper. No one is asking anyone to give up their use of printed material. They can still use just as many mailings as before but we do want them to save space so that paper production will stay down to desirable figures.

Comments: Canadian advertisers and the Canadian members of the

Graphic Arts fraternity got on the band wagon early in the war. They work closely with the government and have done a very fine job. It wouldn't do any harm to have advertising men in the United States absorb a little of the Canadian style of thinking.

We will probably get a few more hot letters as a result of this "Department of Confusion." If we get them we will probably print them because . . . *this reporter* still believes that open and frank discussion of any subject is the best for all concerned. Next month, if we can get around to it, we may add to the confusion by telling what we really think about some of the confusion in Washington. We started on the subject out in Columbus before the Advertising Club, but nearly wound up with a riot. Perhaps the next issue will have to be bound in an asbestos cover. So, don't pull any punches in the letters you write to *the reporter*.

□ **MEMO FOR HOUSE MAGAZINE EDITORS** . . . and other Direct Mail creators. If you are interested in getting photographs for illustrating articles on wartime projects or for illustrating promotion pieces with a war project theme, *be sure* to write to Jack Levy, Editorial Unit, Photographic Section, News Bureau, Office of War Information, 1750-A New Social Security Building, Washington, D. C., and ask for "Descriptive List of Photos in OWI Picture File." Forty-two mimeographed pages describe and cross index the ten thousand or more pictures available. *This reporter* has visited the photographic section and inspected the expertly maintained files. It is a wonderful service and more advertisers should know about it.

Like all government photographs, the pictures in the OWI files are primarily for release as editorial matter. They are not to be used in advertising without special permission. Such permission can generally be secured by submitting the photograph with proof of copy and layout to the photographic section. When seeking a picture, write to Mr. Levy and explain exactly what your problem is, the subject, and what type of picture you want. You will get good service.



TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



NORTHWEST PAPERS are serving on many "fronts" in contributing to America's war effort. Undaunted by these days of critical materials, our skilled and loyal papermakers build into our products the same traditional dependability in printing production

and performance that in War as in Peace win preference. Though less paper may be available for some purposes, we are deeply hopeful that each pound produced at Northwest will be enlisted in a service that will help create an early Victory.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

# RELAX!!

## Join the W. T. H. Club

### and take the comforts and pleasures of life while the taking is good

The W. T. H. (What The Hell) Club is an organization composed of war production workers who stand on what they think is their rights, and who believe in enjoying the fruits of their labor in the way they choose, regardless of who it hurts.

The slogan of the club is "All work and no play is the bunk."

Among the social activities are:

Full indulgence in night life, joy riding, petting and drinking parties and other amusements that continue into the wee small hours.

**Benefits:**

It allows you the sweet satisfaction of rolling over in bed when the alarm clock goes off and saying: "What The Hell, I don't have to go to work today."

To be eligible for membership you must—

**FIRST:** Be able to shut your eyes to the needs of the boys fighting for you in the fox holes of Bataan, on the battle fields of Algeria, in the air and under the sea and think only of the good time you can have with the money you can make by working only part time.

**SECOND:** You must be a quick thinker and a good liar.

**THIRD:** You must have a thick skin.

The third qualification is essential to withstand the jibes of the namby-pamby suckers who are concerned more about winning this cock-eyed war, than enjoying the fat pay envelopes it is making. These poor fish may try to get your goat by calling your club the "WAR TIME HEELS," but you've got to maintain the good old "What The Hell" attitude.

Membership dues in the club are negligible: All it costs to belong to this club is the loss of the respect of your fellow workers and the boys in the service.

No application is necessary. Your membership will be recognized by absence from work and your "What The Hell" attitude.

**JOIN NOW AND PROLONG THE WAR.**

Ex-Paperhanger Schickelgruber, Royal High Mogul  
Honorable Backstabber Hirohito, Chairman Facesaving Committee  
Remorseful Mussolini, Advisor to Weak Sisters

NATZI PROPAGANDA TO PROMOTE ABSENTEEISM AS CONCEIVED BY STEEL CITY ELECTRIC CO., PITTSBURGH, PA.

☐ **HERE'S A REPRODUCTION** of an interesting circular issued by the Steel City Electric Company of Pittsburgh, Pennsylvania. It is one of the parts of their campaign to eliminate absenteeism. We pass it along for the benefit of anyone who would like to adapt it. But, we imagine the idea should be cleared through the Labor Management Committee.

☐ **GOOD BOOKLET IN NEARLY PEACE TIME** style has just been issued by the Baldwin Belting and Leather Company, Inc., 85 Chambers Street, New York City, entitled "7 Points of Superiority." It is a good job told in 1-2-3 fashion. Copy brief . . . and that's style of copy that is needed today.

☐ **HERE'S A COLLECTOR'S ITEM.** Howard Hovde and W. Carlton Harris, professors at the Wharton School of the University of Pennsylvania, submitted to *this reporter* a unique envelope mailed in Baltimore, July 23, 1874. The following copy appeared on a label attached next to the stamp: "This Letter was dropped in the Baltimore P.O. without a stamp, and would have been sent to the Dead Letter Office in two days. The postage was paid by box 700, and any return will be devoted to charity. Address Charity, Box 700, Baltimore Post Office."

Someone connected with the Post Office at that time must have been participating in this effort to get letters out of the Dead Letter Office. No one seems to know whether it was a general practice. It would take a pretty large sized bank roll to operate anything like that today.

☐ **HERE IS ONE DIRECT MAIL LEADER** which is not slacking off on its Direct Mail efforts. We have just received the 1943 advertising portfolio of the Central Manufacturers' Mutual Insurance Company, Van Wert, Ohio. Advertising Manager Paul Purmort's early programs have always been interesting, but this year he has outdone previous efforts. It is a large 11¼" x 17", 36 page portfolio for agents of the company. Most of the pages contain tipped-on specimens of the blotters, circulars, booklets, letters, envelope inserts, inquiry cards, etc., etc., which are offered to the agents. The portfolio represents a complete text book on how to advertise the insurance business by mail. Wish we had room to reproduce the advisory copy and the specimens of suggested letters. But that would fill more than one issue of *The Reporter*.

Those interested in inspecting this portfolio might arrange through Mr. Purmort to see the copy held by the Central agent closest to them.

**THE REPORTER**

# WAR DROPS A

# Flare OVER PAPER



As an undramatic peacetime commodity, paper long was blacked out by people's indifference. But today it is being flooded with the light of public appreciation, for it is in the mighty drama of war that paper assumes its greatest role. Pulp is essential for explosives, while mills work day and night producing paper for shell containers, food packaging, propaganda leaflets, military manuals, war maps, advertising, and substitutes for certain critical materials. Champion is proud of its importance in the industry, and of its ability to convert great stands of timber into many materials that contribute to America's early victory.

**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope  
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA



# INSTITUTIONAL BOOKLETS

Many companies want to keep their name alive during the wartime production drive. One of the most interesting articles on institutional booklets appeared in the February issue of "Clement Comments," the always good house magazine of J. W. Clement Company, Buffalo, New York. Because *The Reporter* has had so many inquiries about institutional booklets, we are taking the liberty of reprinting this valuable check list article.

Like death and taxes, the institutional book has always been with us. Until recently, however, many advertising men were decidedly skeptical of its value. And there was reason for their doubt. Far too often institutional books were published because the ad manager wanted to play up to the board of directors or because it tickled the boss' vanity to have that large portrait of himself (taken 20 years ago) on the frontispiece.

But now the institutional book is coming into its own. It is being recognized as a highly valuable advertising piece. It provides a method of answering, interestingly and in detail, what an organization is accomplishing in our war economy. It is an excellent way to maintain name publicity without trying to sell anything.

## What Will It Do?

A well planned institutional book can accomplish many desirable ends. It can do any, or all, of the following things:

1. Prove the important part your company is playing in the war effort.
2. Show why products have been eliminated or altered.
3. Indicate how customers are still being served and helped.
4. Tell about your company's plant and facilities.
5. Give the story of new products and how they are produced.
6. Prove your company's integrity and ability.
7. Commemorate an anniversary or event.
8. Inform officers, stockholders and employees about your company and its activities.
9. Keep your customers and prospects thinking about your company.

## What About Reading Matter?

Obviously, your institutional book should contain interesting copy designed to make it accomplish whatever purposes you require. Such as:

1. Descriptions of present products.
2. Reports on uses to which products are put.
3. Outlines of manufacturing methods.

4. Advances made in products and methods.

5. Facts about your plant and facilities.

6. Data on the industry and your company's position in it.

7. Facts about officers and personnel.

8. Statements of your company's financial set-up and background.

9. History of your company's growth.

10. Stories of customer service and satisfaction.

## What About Pictures?

A scientist or student can read page after page of straight text with interest. Almost no institutional books are issued for these excellent people, so pictures and plenty of 'em is a good rule. What pictures?

1. Pictures of your products in detail.
2. Pictures of your products in use.
3. Pictures of manufacturing operations.
4. Pictures of new products and methods.
5. Pictures of your plant and equipment.
6. Pictures of your officers and personnel.
7. Pictures of old buildings, former personnel, trade-marks and documents.
8. Pictures of customers and their operations.

## And Charts

1. Charts of manufacturing floor.
2. Charts of the industry and its operation.
3. Charts of origin of material.
4. Charts of man-hours and costs.
5. Charts of end use of products.
6. Charts of obligations and taxes.
7. Charts of earnings and dividends.
8. Charts of distribution.

## And Maps

1. Maps of company plants.
2. Maps of agent or distributor locations.
3. Maps of raw material sources.
4. Maps of industrial concentration.
5. Maps of distribution facilities.
6. Maps of customer locations.

## What About Style?

Details of format are pretty much a matter of taste. Some styles, however, are particularly suited to certain purposes:

1. Old Style. Antique paper and line drawings can go into the institutional book intended to mark an anniversary. An old style format can also be used in a book emphasizing the age of the company.
2. Modern. Smooth paper, detailed photographs and a touch of bright

color appeal to most people. A modern format can be adapted to fit almost any purpose.

3. De Luxe. Board covers, special bindings, rich papers, tip-on prints, end sheets—there is almost no limit to the things which can be done in producing a beautiful institutional book. However, cost necessarily limits such books to small editions.

4. Large Edition. The present tendency is to produce institutional books in large editions and use them for name advertising. Modern materials, and equipment make very handsome books available at reasonable cost.

## Who Shall Receive It?

While some institutional books are produced for special limited groups, most of them are distributed widely. Care should be taken to make sure that all sources of favorable publicity are carefully covered. Any or all of these groups might receive your institutional book.

1. Your customers and prospects.
2. Persons requesting it after offer in space or radio advertising.
3. All visitors to your plant.
4. Your officers, personnel and stockholders.
5. Other companies in your field.
6. Trade magazines and newspapers.
7. Libraries and educational institutions.
8. Public officials and financial organizations.

## How Shall It Be Sent?

Naturally, the method of distribution will depend largely on the groups to be reached. A special envelope or container is advisable to assure arrival in good condition. It is usually necessary to use more than one of these methods of distribution:

1. By first, third or fourth class mail.
2. Personally by your own salesman.
3. Personally by distributor's or dealer's salesman or agents.
4. In your own reception room.
5. Over the dealer's counter.
6. Packed with your product.

Every business has certain peculiar problems which must be solved before an institutional book can be produced. But this outline will serve as a basis for planning.

Generally, the preparation of an institutional book does not involve an unusual amount of work. In most well organized advertising departments, a large part of the necessary material already exists. And a good printer's customer service department will help you get it in shape for presentation and handle the production details.

If an institutional book will be useful in your business, now's the time to produce it.

# Picked for the job!



**BUY MORE  
WAR BONDS**

## NAVY FLIERS

### *Past Masters of Follow-Through*

They don't quite land their planes on a dime—but a tarpaulin wouldn't faze them! And in the air, what can't they do. Pounce on a moving target, jockey it into range and beat it to the draw!

That takes a lively eye and a split-second timing sense, to say nothing of the "feel" of a plane winging at astronomical speeds that only born flyers possess.

Picked for the job? They certainly are!

On a humbler level, International Paper's *SPRING-HILL TAG* is likewise picked for the job. This durable, 100% bleached sulphate, surfaced-sized tag gives maximum value at minimum cost, printed, typed or written.

★ ★ ★

#### *Companion Papers*

INTERNATIONAL Mimeo SCRIPT—Ideal for mimeo work. INTERNATIONAL DUPLICATOR—More copies, clear reproduction, in gelatin or spirit process. BEESWING MANIFOLD—Strong, lightweight, watermarked manifold paper. ADIRONDACK LEDGER—Economical, strong, watermarked ledger sheet; for accounting and records. ADIRONDACK BOND—100% sulphite; economical, watermarked; six colors and white standard sizes and weights.

# International Paper Company

220 EAST 42nd STREET, NEW YORK, N. Y.



PAPERS FOR PRINTING AND CONVERTING

# How to Get Information on Wartime Projects

The Graphic Arts Victory Committee has now issued its long promised "Guide to Essential Printing and Lithography." Sixty-four pages, 8½" x 11" and crammed full of information. It tells both advertisers and producers of advertising exactly how to get the necessary information on every wartime project.

Since most of the readers of *The Reporter* will eventually read this Guide Book we will not attempt to describe it in full, but we will reprint here parts of one section. This one section should be particularly interesting to many *Reporter* readers, because it ties in closely with the campaign started in this magazine back in the early days of 1940. And by reprinting parts of this one section, we show you the style of the Guide Book and how you can obtain information, not only on this one project, but on every one of the Victory projects.

## Morale

*Morale is a big word. It covers nearly everything . . . especially in wartime. According to the dictionary Morale is: "Condition as affected by, or dependent on, such moral or mental factors as zeal, spirit, hope, confidence."*

*The government faces a tremendous job during wartime of building and maintaining the morale of the people of the nation.*

People must be warned against enemy propaganda. People must be told, without revealing secrets helpful to the enemy, how the war is progressing. People must be told about the restrictions and the rules that are necessary in wartime. In a democracy, the people must be "sold" that every step taken is necessary for the successful outcome of this war.

So nearly everything described in this Guide Book of Essential Printing has some relationship to the broad project of "Morale Building."

Any advertiser (or user of printed promotion) who ties-in with any of the projects in this Guide Book . . . is helping to build morale. Every advertiser who helps promote war bond sales, who helps to promote a better understanding of rationing or

anti-inflation or nutrition, who initiates interest in servicemen-employees . . . is helping to build and maintain morale.

In this section, we'll confine ourselves to the fight against rumors and to the efforts made to tell the people the truth about the enemy.

The Office of War Information, assisted by the Department of Justice and the Departments of War and Navy is doing a magnificent educational job in the newspapers, magazines and over the radio. Also with posters.

Advertisers . . . all users of printed promotion . . . can help the government in this morale maintaining effort.

It can be done in many ways. House magazine editors of course can carry stories on the secret war against America through sabotaging propaganda. Articles can be written to show the "Divide and Conquer" principles.

Posters, stickers, payroll envelope enclosures, letters, bulletins, circulars, can be used to good advantage to keep up morale.

This is a big assignment for advertising. It demands intelligent treatment. It cannot be done in a lukewarm fashion. It demands enthusiasm . . . and tolerance.

## WHAT EVERY ADVERTISING MAN SHOULD KNOW ABOUT A MORALE PROGRAM

The Office of War Information can supply you with various booklets and posters. Write to Mr. Ralph Shikes, Division of Production and Distribution, Office War Information, Room 2403, Temporary Bldg. "V", Washington, D. C.

Be sure to get and read and file for reference the two books issued by the Office of War Information:

1. "Divide and Conquer."
2. "The Unconquered People."

There are many sources of outside information. The libraries are full of books and articles on the Nazi method of "Divide and Conquer." If you are interested in the subject you should study the Nazi system of propaganda through printed promotion. Perhaps the best book on the subject and one which combines the experiences of many people and many other books

and articles is "Sabotage . . . The Secret War Against America" by Michael Sayers and Albert E. Kahn published by Harper & Brothers, New York.

Advertisers are urged to tie-in with this campaign.

Any advertiser who attempts a tie-in with the Morale Building Campaign should know and understand what the rumors are. The "hate" rumors are the most dangerous.

## These Are Some of the Phoney Stories the Enemy Tries to Spread

"Democracy is dying."  
"Our armed forces are weak."  
"The 'New Order' is inevitable."  
"Jews cause everybody's troubles, everywhere."  
"We are lost in the Pacific."  
"Our West Coast is in such grave danger there is no point in fighting on."  
"The British are decadent, and 'sold us a bill of goods.'"  
"Some sort of 'peace' can be made with Nazi Germany."  
"The cost of the war will bankrupt the nation."  
"Civilian sacrifices will be more than we can bear."  
"Our leaders are incompetent; our Government incapable of waging war."  
"Stalin is getting too strong, and Bolshevism will sweep over Europe."  
"Aid to our allies must stop."  
"This is a 'white man's war'; our real peril is the Japanese, and we must join Germany to stamp out the 'Yellow Peril.'"  
"We must bring all our troops and weapons back to the United States and defend only our own shores."  
"The Chinese, the British, and the Russians will make separate peace with Japan and Germany."  
"American democracy will be lost during the war; the two-party system is dead; Congressional elections will never again be held."

## Warning to Advertisers

Here are the best rules for combating rumors:

1. Never repeat a rumor.
2. Do not repeat a rumor verbally even to deny it.
3. If you know the facts which can deflate a rumor, cite the facts promptly.
4. If you do not know the facts which can stop a rumor, ask the rumor-teller where he got his facts.
5. Don't give a rumor a break.

All advertisers should realize that above and beyond those measures that are involved in our daily living—collecting scrap, buying bonds, sharing the meat—there are certain basic facts which must be kept in mind. These are:



1. THE ISSUES—What we are fighting for . . . actually, the existence of this country as a politically independent state.

2. THE NATURE OF THE ENEMY—What the Axis powers want out of this war and how it affects every American.

3. THE UNITED NATIONS — Not only victory, but all hope for a decent future lies in understanding and working with our allies for a firm peace.

4. WORK AND PRODUCTION — What each and every one of us must and can do to work harder at our jobs.

5. SACRIFICE—The need for all to understand fully that "going without" is essential to winning the war.

6. THE FIGHTING FORCES—Developing a real appreciation of the fighting qualities and achievements of the men in the armed services.

These aims and ideals have been reflected in the addresses of the President and other officials of the government, and underlie the entire war information program.

Requests for background material on each of these fundamental themes should be addressed to Division of Campaigns, Office of War Information, Social Security Building, Washington, D. C.

Advertisers with a legitimate reason for special material may obtain a series of confidential bulletins on rumors, together with suggestions for combating them. Write Leo C. Rosten, Deputy Director, Office of War Information.

For a good example of morale building . . . you should get on the mailing list of "Firepower," a 10½ x 13½, 8-page pictorial magazine which is published every two weeks by the Ordnance Department, Services of Supply, U. S. Army, Washington, D. C. Address all communications to the Editor, Firepower, Box 33, War Department, Washington, D. C. It is published for the Men and Women of Ordnance . . . but it should be helpful to anyone interested in the Morale Building Project.

Write to the Office of War Information for the new booklet "Tale of a City." One of a series to show the nature of our enemy. Soon available "ABC of the Enemy," "Hitler's Lies" and "Chronology of the Nazi Record." Get them.

Comments: The Guide Book has similar material (and in most cases much more elaborately detailed) on Rationing, Transportation, Conservation, Salvage, Redistribution of Materials, Production Drives, Nutrition and Health, Manpower, Anti-inflation, Civilian Defense, War Bonds and Stamps, Business Clinics and Security.

## THE REPORTER

# NEW LITTLE BOOK SHOWS YOU how to answer today's mail...today!



Written for every man who has said, "The mail's coming in faster than I can answer it"

**YOU CAN'T AFFORD** delays in today's correspondence. They're too expensive. Unanswered letters irritate customers



Avoid a "Junk Heap" Desk . . .

. . . delay decisions . . . upset office routine, slow down deliveries, impede production. So if your desk's a junk heap—cluttered up with scattered, unanswered mail—you need Hammermill's new, free little book, "Very Promptly Yours," written by Robert E. Ramsay, who has written a number of business volumes.

This offers practical suggestions for speeding-up correspondence, routing important letters through the office, organizing your files to meet the increased burden they must handle today. It shows office-tested forms which your printer can adapt to your



. . . New Little Book Shows How

particular needs. It suggests ideas which can save you hours of unnecessary delay, and help put your office on an accurate, speedy basis.

Mail coupon now for your free copy of "Very Promptly Yours."

**FREE! SEND  
THIS COUPON  
TODAY FOR  
YOUR COPY**

Hammermill Paper Co., Erie, Pa.

Please send my free copy of "Very Promptly Yours."

Name.....

Position.....

(Please attach to your company letterhead) RDMA-FE

□ **INTERESTING NOTES** . . . from the always interesting Bulletin of the Mail Advertising Service Association of New York . . .

#### Office of Civilian Supply

**Printing**—In a survey aiming to show how heavy and extensive the slashes in civilian goods might be in the last extreme of a total war, the Office of Civilian Supply indicated that of the 615 millions of dollars worth of actual printing of "non-durable" printing matter the minimum annual requirements would be \$192,800,000, or 31.3% of the 1941 total consumption.

#### Printers Ruled Essential Under Gasoline Rationing

The following quoted official order assures workers in qualified plants adequate transportation to and from work, subject of course to general rationing orders of "share the ride," inadequate transportation, etc.:

"Re Ration Order No. 50. Re-Inquiry of Cleveland Regional Attorney. Category of establishments essential to the war effort within meaning of Section 7706 (b) (3) includes printing plants substantially engaged in printing forms, handbooks and other essential material for government agencies or engaged in printing essential materials and supplies, such as plans, maps, specifications, blueprints, accounting records, industrial forms, tags and military or naval handbooks for establishments listed in Paragraph (b)."

Salesmen for such printing establishments, are not eligible for full preferred mileage, but may qualify for limited preferred mileage under the provisions of Section 7706 (v).

#### War Production Board Paper

A. B. Wakeman, paper chief of the W. P. B., speaking at the National Convention of the American Paper and Pulp Association in New York on February 15, 1943, warned the printing in-

dustry to prepare for another 10% cut in printing papers by April 1st.

Because the supply of wood pulp papers to be the chief obstacle to production of paper, a move was started to increase farm production of pulp wood.

There is rising opposition developing in Congress against much further curtailment in news print and other printing. On the theory of a developed interference with "Freedom of the Press."

□ **ANOTHER IDEA** for using the V in correspondence. The secretary of Eric Zimmerman of the Railway and Industrial Engineering Company, Greensburg, Pennsylvania types the dictator's initials in the following manner:

R S  
E F  
Z M

□ **TWELVE WAYS TO WRITE BETTER LETTERS** . . . the book we told you about in our December issue is now off the press. Copy has just reached us. In case you don't remember, Professor William H. Butterfield of the University of Oklahoma, Norman, Oklahoma wrote it. Price \$1.75. Published by the University of Oklahoma Press. The twelve ways cover the following: Get the Little Things Right—Be Yourself—Be Courteous—Write Simply—Make Every Word Count—Get off to a Flying Start—Cover your Subject—Spotlight the Reader—Smooth the Rough Edges—Be Enthusiastic—Personalize your Message—Know When and How to Stop. It's a practical book and it gives many examples of actual letters.

□ **TO REDUCE YOUR MAILING LIST CHANGES** . . . wherever possible address your mail to the company and title, rather than to the individual. In the past, in peace time, best results were obtained from addressing the individual in person, but with individual changes within companies mounting to an all time high record, it has found advisable and profitable to eliminate the personal names. Some reports indicate that within industrial organizations individual changes are showing 18% turnover within three months. The consensus of opinion within Direct Mail circles is that under present conditions it does not harm results to write to the title or the department of the company. When you write to the individual in care of the company his mail may be forwarded to him and he may be in an entirely different line of work, or in the military service. By writing to the company, the mail gets the attention of the person who is now in charge. Several large mailers have reported that they are getting excellent results. In fact, better results than they obtained in the past, provided of course, that the offer is timely and important.

□ **MEMO TO VOLUNTEERS.** The Red Cross not only needs money and blood . . . but it also needs volunteer help from the advertising profession. O. E. Taylor at 2 East 37th Street, New York City informs us that they require urgently the services of several good publicity men. Who wants to volunteer for the "Greatest Mother?"

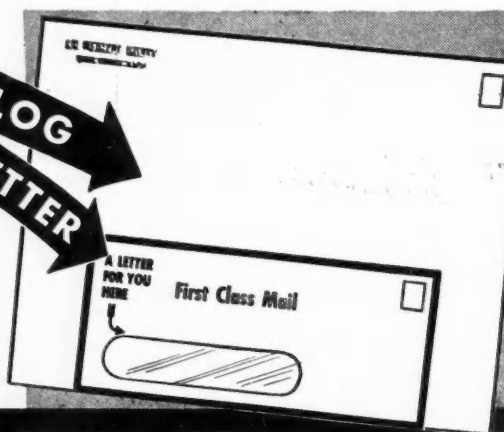
**DELIVERED TOGETHER** | **CATALOG SALES LETTER**

**when you use DUO-POST**

Both reach your prospect at the same instant—best time for your sales letter to get across its selling punch. Ask for samples and prices.

**TENSION ENVELOPE CORPORATION**  
345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670  
Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

**CATALOG ENVELOPES FOR EVERY PURPOSE**



Prominent Users of Strathmore Letterhead Papers: No. 35 of a Series



*how much weight*  
**does your letterhead** *carry?*

Today, from coast to coast, giant TWA planes carry thousands of pounds of vital cargo at record speed, on split-second schedules...A dramatic example of the peak efficiency that is helping to win this war.

Also from coast to coast goes the company letterhead on Strathmore. *At every point of contact*, it represents the *quality* job TWA is doing. More than ever these days, your *letterhead* must be the *salesman* of your business. Choose it carefully.

Fine paper more than pays for itself in the added attention and respect it commands, in the added weight it carries to your important customers and contacts. A letter written on Strathmore Paper costs only a small percent more than a letter written on the cheapest paper you might buy. Such plus value, for so little cost difference, is sound business economy. Write us for detail of "letter" cost.

*Strathmore Papers for Letterheads: Strathmore Parchment, Thistlemark Bond, Bay Path Bond, Strathmore Bond, Strathmore Script, Alexandra Brilliant and Strathmore Writing.*

**STRATHMORE** **MAKERS**  
**OF FINE**  
**PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF  
**TODAY'S**  
**PICTURE**

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

**FORTUNE**  
**TIME**  
**BUSINESS WEEK**  
**UNITED STATES NEWS**  
**NEWSWEEK**  
**FORBES**  
**ADVERTISING & SELLING**  
**TIDE**  
**PRINTERS' INK**  
**SALES MANAGEMENT**



## CLASSIFIED ADS

*Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.*

### ADVERTISING AGENCIES

Sell your product nationally through mail order advertising. We show you how. Martin Advertising Agency, 171P Madison Avenue, New York.

### EQUIPMENT

SAVE HALF on Mimeographs, Multi-graphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture." Mail \$5.00 to Fredericks Co., 68 Nassau St., N.Y.C. Money refund guarantee.

### MAILING LISTS

UNLIMITED COVERAGE of exclusive rental lists, including mail-minded book and magazine buyers. Explain needs. Associated Services, 741 Gott St., Ann Arbor, Mich.

### MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

□ **SEDITIONOUS MATERIAL** is still going through the mails. *Your reporter* spent a Saturday afternoon recently going over the samples which have been collected during the past few months. No use to discuss them here, since the samples have been turned over to government authorities. BUT WHY isn't something done about it? Many of the thirty-three indicted by the Federal Grand Jury are still sending out their bulletins, letters and publications. Reading this fanatical material makes *this reporter* sick to the stomach.

Perhaps to get action we will have to erect a display of the material in the lobby of both the House and the Senate.

□ **GEORGE SYLVESTER VIERECK.** By a vote of 5 to 2 his conviction

was reversed. Senators Wheeler and Nye and Congressmen Fish and Hoffman are chuckling with glee. The 33 secessionists under indictment are shouting aloud their hopes that their trial will be squashed. There is joy in the hearts of the disruptionists.

For the benefit of the readers of *The Reporter* who followed our efforts to eliminate foreign propaganda from the mail . . . let these facts be understood. Viereck was originally tried on a technical charge of failing to reveal all his activities in his foreign agent registration papers. There is no law on the statute books making it a crime for a foreign agent to secure and use the franks of members of Congress. Viereck was tried by the Department of Justice for failing to reveal that he had influence within the halls of Congress and was able to secure reprints from the Congressional Record through George Hill (Hamilton Fish's secretary) and have those reprints mailed under the Congressional frank.

Remember that the Supreme Court has simply ruled that Viereck did not have to reveal this activity. The fact remains that the jury believed that Viereck participated in these activities.

It is too bad that the Supreme Court censured William Power Maloney. *This reporter* attended the trial and cannot remember that William Power Maloney made any remarks which were unjustified by the evidence. The crackpots and fanatics are howling for the final removal of Mr. Maloney. The whole case is a disgrace. But, we will just have to keep on fighting. Viereck was and is still the chief Nazi propagandist in the United States. He controlled the editorial policy, not only of the German Library of Information, the German Railways, the American Fellowship Forum, the German-American Board of Trade, and Flanders Hall, but also a whole lot of material which went into the Congressional Record.

This is the man whom Hamilton Fish and Senators Nye and Wheeler see fit to defend.

□ **BEST HUMOR OF THE MONTH.** One of our digger-uppers in Washington uncovered a carbon copy of a lulu of a letter. We have covered up some of the individual names to avoid embarrassing any individual

. . . but we think the letter is just *too good* to remain buried in the file. Hope you get a chuckle out of it.

### MEMORANDUM

To: Mr. John Blank  
Regional Attorney  
Somecity, State  
Attention:  
Mr. Charles Somebody, Jr.  
Regional Rationing Attorney  
From: W. R. Noname  
Chief Counsel  
Gasoline Rationing Section  
Subject: Mileage Rationing—Gasoline  
Post Audit of letter dated  
January 15, 1943, from James  
..... to War Price and  
Rationing Board No. 43-74.2.

You state that it is your opinion that the selling of ladies' hats, turbans, wrap-arounds and other kinds of headgear is not considered selling of clothing essential to the health or safety of the community under the provisions of Section 1394.7706 (v).

We recognize that your ruling is not without some basis in reason, but we are compelled to disagree with it. The ladies' hat (the other items are merely variations of a hat) is presumptively a covering for the head serving as a protective device against the extremes of weather. In the course of its evolution, which follows that of feathers of certain more ornate bird species, its primary function as a protective covering has yielded in part to the secondary function of attracting the opposite sex. Undoubtedly it has become overspecialized in its new role, the bizarre shapes making it of questionable value as a buffer against the elements. Nevertheless, we cannot overlook its original and primary purpose. We hold, with only moderate enthusiasm in so doing, that ladies' hats are items of clothing essential to the health of the community within the meaning of Section 1394.7706 (v).

Dictator:ry

□ **FLOWERY WORDS** about the printing business are contained in the February issue of "The Friendly Adventurer," h.m. of Birmingham & Prosser Company, Kalamazoo, Michigan. The following short editorial was written by Wilferd A. Peterson:

### ARTILLERY OF THE SPIRIT

Said a great general: "The human soul on fire is mankind's greatest weapon." Long rows of printing presses, reaching across the nation, are *America's artillery of the spirit*. Man the presses! They are God's guns, fighting on God's side. From these roaring guns shoot words of inspiration, persuasion, courage, faith . . . words that will burst like great shells setting mighty bonfires of patriotic enthusiasm and determination in the souls of Americans everywhere . . . flaming words that will sweep the earth lighting victory fires for democracy.

□ **ANOTHER SUGGESTION FOR THE POST OFFICE.** Joe Grolmund, Executive Vice President, H. & A. Selmer, Inc., Elkhart, Indiana, saw the suggestion in the January *Reporter*, and sends us another one, as follows:

When the post office returns mail to the sender the address of the "addressee" should not be so obliterated that it cannot be read.

Recently we sent out a number of government postal cards in New York City. The list must have been old though it was a very recent Union Roster. We even omitted the usual quotation "Postmaster—return postage guaranteed." So many of them came back with rubber stamps through the name that we cannot decipher them.

I include some of those cards with this letter. It certainly is a waste of money to pay for return postage not to be able to decipher the addresses when they are received.

*Reporter's comments:* After inspecting the dozen sample cards enclosed with Joe's letter . . . we agree with his kick. The rubber stamp in most cases obliterated the address. The Post Office has a lot of problems these days. We try to avoid causing them any additional headaches, but the samples in this case are on the way to Washington.

□ **FURTHER PROOF** that 1943 advertising and printing will wear a uniform is contained in an item which recently appeared in the *New York Times* column devoted to advertising news and notes:

All of the 1943 advertising of the Westinghouse Electric Appliance Division will be devoted to the job of helping win the war as well as to building good-will, according to Roger H. Bolin, advertising manager of the division at

Mansfield, Ohio. The program, in which magazines will be used as the major medium, has been divided into three parts: First, nutrition advertising built around the Westinghouse "Health for Victory Club"; second, care and use advertising designed to make appliances last longer and serve more efficiently, and third, educational advertising in which teachers' manuals, student folders and films for classroom use in high schools and colleges will be promoted.

In addition, a heavy trade paper campaign has been scheduled "because Westinghouse feels it is important to keep up its contacts despite the fact that the average dealer cannot be seen personally by sales representatives these days," according to Mr. Bolin.

□ **THE CONVENTION BY MAIL** manual issued by the Graphic Arts Victory Committee is attracting nationwide attention. The Office of Defense Transportation and the United States Chamber of Commerce have been literally swamped with inquiries about it. One of the most heartening developments has been the reaction of the Miami Convention Bureau.

Miami has naturally lost most of its profitable convention business . . . but the Chamber of Commerce there was broadminded enough to like the Convention by Mail idea, and has sent a notice to 500 organizations and associations which formerly held conventions in Miami, offering to cooperate with them in helping to stage a colorful Convention by Mail. The Chamber of Commerce has recommended that the mailing pieces be dressed in Florida atmosphere and actually mailed from Florida. It is a good idea, and we hope to have specimen campaigns to tell you about in the very near future.



"Dear Madam:  
We've just received a shipment of genuine Indian jewelry from far off Arizona. . ."

## ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of right people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a rental basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street

Boston, Mass.

## The BEST Business and Industrial Mailing Lists Available

*for Results*



**Mc GRAW-HILL**  
DIRECT MAIL LIST SERVICE

Superlatives are generally dangerous. But today's McGraw-Hill lists deserve them. They offer you the most comprehensive coverage of business and industry it is possible to obtain.

Industrial advertisers are using McGraw-Hill lists in preference to mailing over their own names—not only because of economy and valuable savings in man-hours, but also because McGraw-Hill lists give them up-to-the-minute coverage of even the most recently appointed executives and purchase-controlling technicians.

Mail-order men, too, are scheduling McGraw-Hill lists heavily in 1943 because they reach active purchasing power, as campaign results bear out.

Ask for new 1943 list counts and mailing data—available now.

DIRECT MAIL DIVISION

**McGraw-Hill Publishing Co., Inc.**

330 West 42nd Street

New York, N. Y.

THE REPORTER

## ★ FOR DURABILITY SPECIFY KROYDON COVER

for  
Instruction Booklets  
Catalog Covers  
Manuals

★  
Available in a wide range  
of Colors in Medium and  
Heavy Weights

20 x 26      23 x 35

Sample book sent on request

**HOLYOKE CARD  
AND PAPER CO.**

SPRINGFIELD, MASSACHUSETTS

□ **GOOD COPY.** Some of the attempts by advertising copy writers to tie-in with the war effort are pretty far fetched, but *this reporter* is willing to give an ungrudging salute to the current campaign of the Nash-Kelvinator Corporation, Detroit, Michigan. The copy is written for space advertising . . . but plenty of reprints are being mailed.

Two advertisements in particular are getting widespread notice. One is titled "Until I Come Back" and the other "When You Come Back to Me." Copy is written in "letter style" . . . one from the man at the front and the other from the wife back home. We suggest that you clip these ads for your idea file. If you missed them write to Geyer, Cornell & Newell, Inc., 745 Fifth Avenue, New York City, advertising agency for Nash-Kelvinator, and they will be glad to send you reprints.

□ **THE WALL STREET JOURNAL** for February 19th painted a very gloomy picture of the printing industry, with an article featured on page 1.

It told about the industry's loss of orders for peace time promotion, loss of workers and loss of paper. The article used Detroit as the best example of a gloomy picture. *This reporter* is suggesting that the Graphic Arts Victory Committee send The Wall Street Journal a copy of the new Guide Book to Essential War-time Printing and Lithography. That Guide Book shows how the printing industry is *converting itself*, and the picture isn't nearly as gloomy as painted.

□ **CONVERSION.** Well . . . we see by a recent bulletin of the Mail Advertising Service Association of New York (super-edited by Felix Tyroler) that someone has finally found a war plant use for printing presses. Here's the note about it:

The Curtiss-Wright Corporation, manufacturers of Navy scouting and bombing planes, stated that by using printing presses in making steel patterns for the production of airplane parts it had "slashed man hours and materials involved by 85 per cent and solved a major production problem."

Impressions of original parts patterns, once traced by skilled employees, now are transferred speedily to steel sheets for duplicate patterns by comparatively unskilled workmen using printing presses.

RITTER COMPANY, INC.	
Copy for Floodlite	
From of _____	To _____
8 pt.	10 pt.
10 pt.	12 pt.
12 pt.	14 pt.
14 pt.	16 pt.
16 pt.	18 pt.
18 pt.	20 pt.
20 pt.	22 pt.
22 pt.	24 pt.
24 pt.	26 pt.
26 pt.	28 pt.
28 pt.	30 pt.
30 pt.	32 pt.
32 pt.	34 pt.
34 pt.	36 pt.
36 pt.	38 pt.
38 pt.	40 pt.
40 pt.	42 pt.
42 pt.	44 pt.
44 pt.	46 pt.
46 pt.	48 pt.
48 pt.	50 pt.
50 pt.	52 pt.
52 pt.	54 pt.
54 pt.	56 pt.
56 pt.	58 pt.
58 pt.	60 pt.
60 pt.	62 pt.
62 pt.	64 pt.
64 pt.	66 pt.
66 pt.	68 pt.
68 pt.	70 pt.
70 pt.	72 pt.
72 pt.	74 pt.
74 pt.	76 pt.
76 pt.	78 pt.
78 pt.	80 pt.
80 pt.	82 pt.
82 pt.	84 pt.
84 pt.	86 pt.
86 pt.	88 pt.
88 pt.	90 pt.
90 pt.	92 pt.
92 pt.	94 pt.
94 pt.	96 pt.
96 pt.	98 pt.
98 pt.	100 pt.

□ **ANOTHER GOOD FORM.** Bud Hurlburt, advertising manager of Ritter Company, Inc., Rochester, New York, noticed our item in the January *Reporter* about the easy form for editing house magazine copy developed by Howard Draving. So Bud sends us his form. Printed on an 8½" x 11" sheet, which we reproduce here, it enables anyone by typing between the two vertical lines, to see at a glance the number of inches of copy he will have in either 8 pt. or 10 pt. type. Since "Flood-Lite," the h.m. edited by Bud Hurlburt is mainly 8 and 10 pt. single column, he can judge fairly accurately how much space each article will use.

□ **GOOD MERCHANDISING.** It is good to see one successful peace time advertiser continue with a helpful merchandising program. We just saw a recent tricky letter (Charlie Binger's Reply-O style) mailed by Borden's Farm Products, 110 Hudson Street, New York City. It is a letter to grocers telling them about the promotional displays offered. The paragraph we like best reads: "Borden's has a colorful collection of these promotional displays for you—at no cost to you! For we've always believed that whatever is worth selling is worth merchandising! That's why Borden's is 100% behind you . . . to help you move out the milk we move in!"

Enclosed with the letter was a sample cut out shelf strip featuring Elsie the Borden cow.

Your reporter learns that the letter is pulling very well. It should.

□ **KEEP YOUR EYES OPEN** for a big publicity push behind the Block Leader and V-Home programs. Twenty national magazines are carrying feature stories on these projects in March, April and May issues. Almost all the newspapers will be carrying Sunday feature stories. These are ideal projects to which Direct Mail advertisers can hitch their printed promotion. Since the V-Home and the Block Leader programs tie-in with nearly every other government project, local advertisers have a wide range of choice on items which can be featured. You can get valuable information on this development by contacting local members of the Graphic Arts Victory Committee, or by writing to E. A. Sheridan, Chief, Public Advice and Counsel, U. S. Office of Civilian Defense, DuPont Circle Building, Washington, D. C.

□ **A SISTER THESAURUS.** Crown Publishers, 419 Fourth Avenue, New York City has just issued a sister to the Thesaurus of Humor, called Thesaurus of Anecdotes. Edited by Edmund Fuller. Price \$2.00. A brand new collection of thousands of great stories with a point. It shows you how to write and tell anecdotes. They are classified and indexed for ready reference. It is a big book. Contains 489 pages.

□ **MORE VOL. 1, No. 1.** A salute to "Simplex"—new house magazine of the Simplex Wire and Cable Company, 79 Sidney Street, Cambridge, Massachusetts. 10¼" x 13½", 8 pages on coated stock. Well edited by Charles E. Bellatty.

□ **INTERESTING FORMAT.** No. 1, Vol. 43 of "Chats," h.m. of the P. H. Glatfelter Company, Spring Grove, Pennsylvania. It is published in accordion style rather than the usual stitched style. Twelve pages, 6" x 9". Makes an interesting treatment for a change.

□ **ANOTHER OLD FRIEND** . . . and a good friend of Direct Mail has passed away. Col. C. Roy Dickinson, former President of Printers' Ink Publishing Company, died suddenly on February 23rd at Washington. *This reporter* had many pleasant associations with Roy Dickinson, not only concerning advertising matters, but in the crusade against subversive propaganda. He will be greatly missed in both fields.



